

**SAFE
SPORT
INDIA**

BRAND BOOK

TYPGRAPHY

FOR PRESENTATIONS

SUB-HEADING:

COOPER HEWITT REGULAR 35.7

HEADING:
LEAGUE GOTHIC 270

SafeSport India is India's **first dedicated
safeguarding enterprise** dedicated to
building a safe, ethical, and inclusive
sporting, organizational, and educational
environment across the country.

Main text:
Cooper Hewitt bold 27



SAFE
SPORT
INDIA

Protecting Potential. Powering Performance.

Slogan:
Montserrat Bold 18.9

Logo:
Montserrat
ExtraBold +
Light 57.6

**BRAND COLOURS
& WHAT THEY
REPRESENT**



**REPRESENTS:
TRUST + CONFIDENCE**

#004AAD

**REPRESENTS:
TRUST + CONFIDENCE**

#800020

**REPRESENTS:
GROWTH + HARMONY**

#7CA57A

**REPRESENTS:
WARMTH + OPTIMISM**

#FFBD59

BRAND LOGO

PRIMARY LOGO



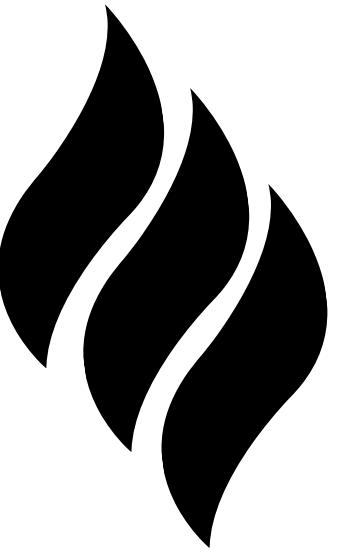
SAFE
SPORT
INDIA

- used in presentations,
social media posts

- used for branding on t-shirts
and other products

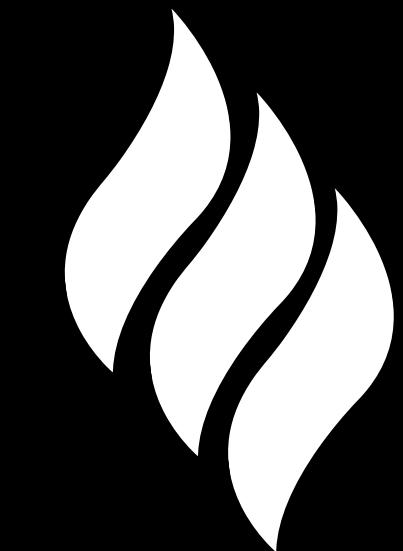
FONT: MONTserrat EXTRA BOLD

LOGO MARK



Changes based on colour being used.

INVERTED LOGO



SAFE
SPORT
INDIA

Always white when the background
is another colour.

